

Presented  
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# SUPPORTING BREASTFEEDING

A WIC PERSPECTIVE

# Why breastfeed?

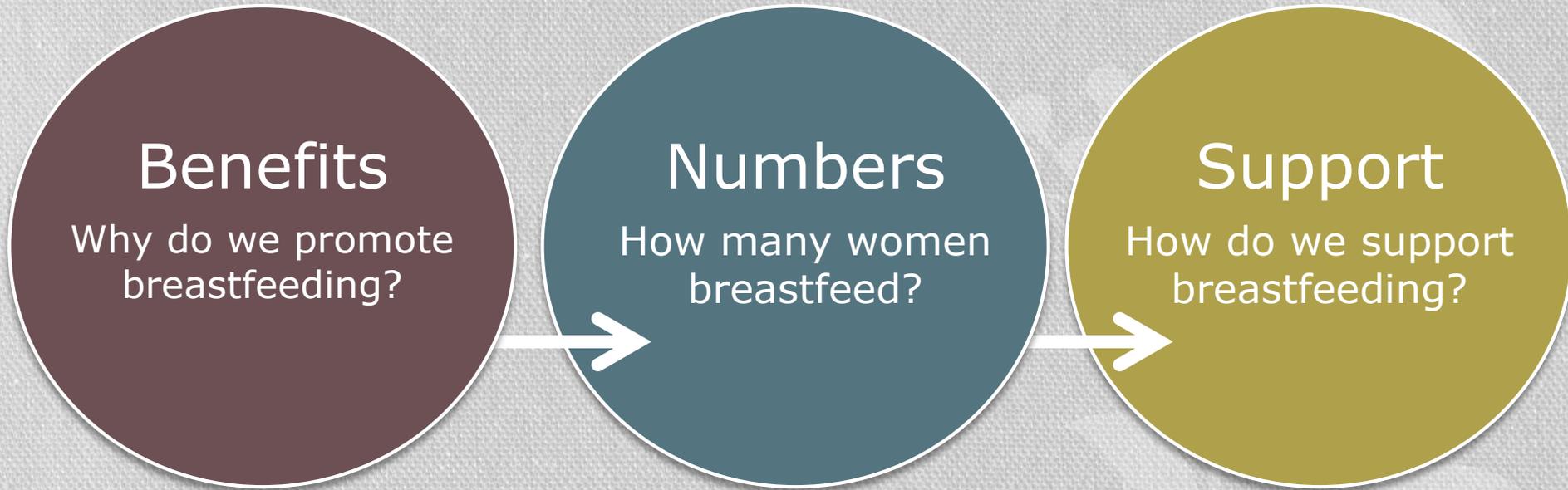
Breastfeeding.

...because during the  
zombie apocalypse you  
might not make it to the  
store for formula.



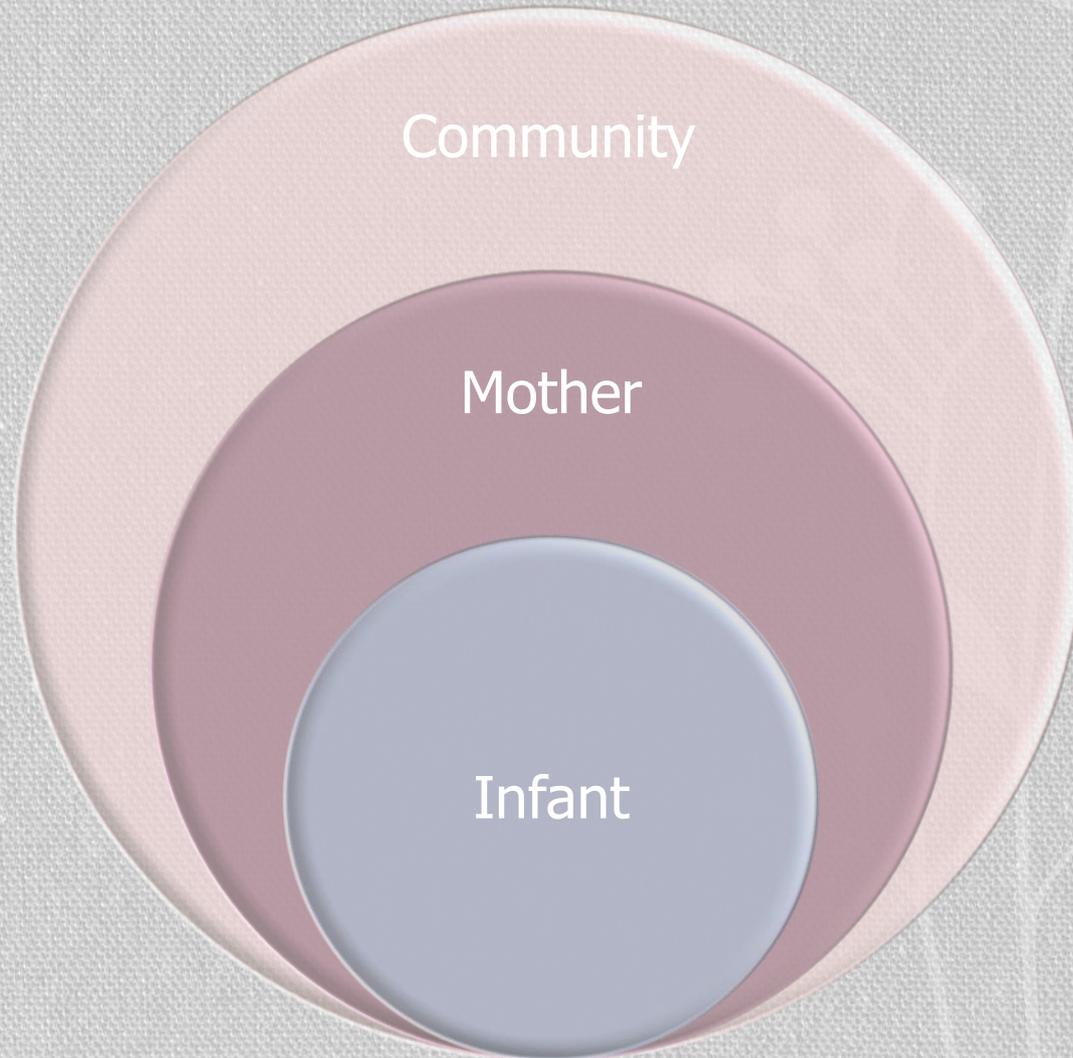
som<sup>ee</sup>cards  
user card

# Objectives Outline:

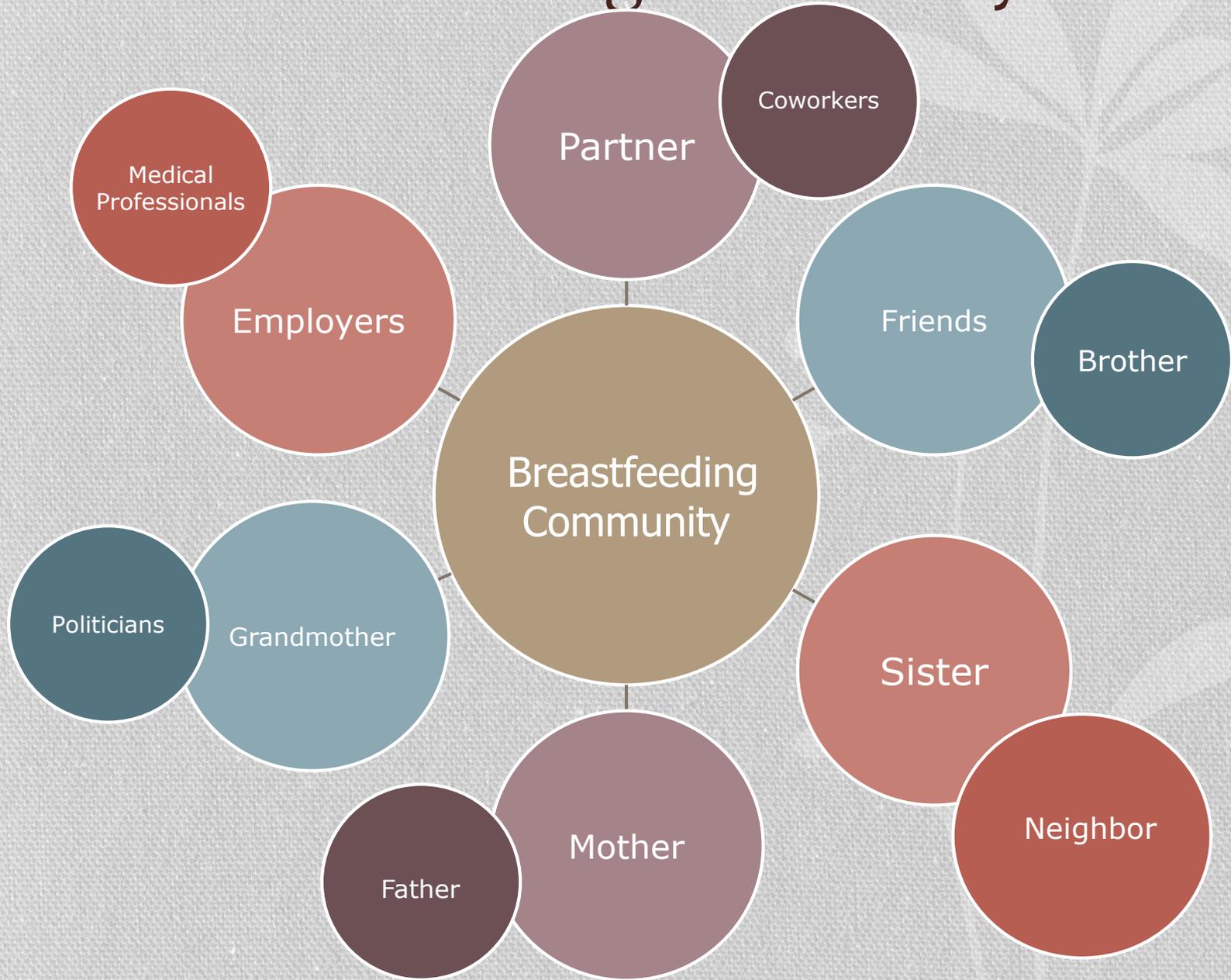


**Please ask questions as we go!**

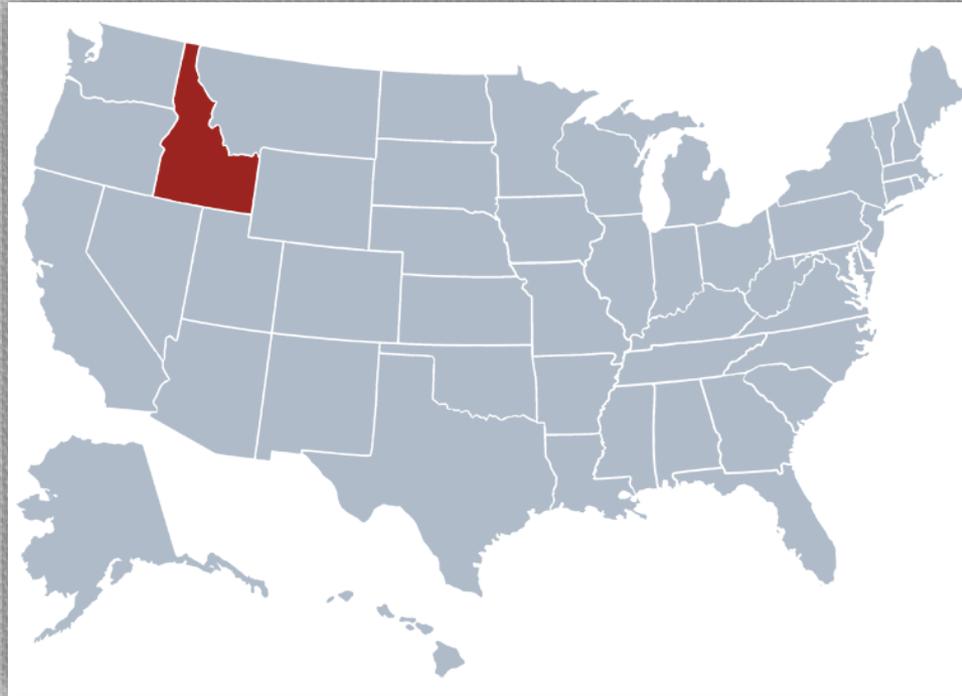
# Benefits of Breastfeeding



# Breastfeeding Community



# Trending in Idaho...



## Breastfeeding Laws in Idaho:

HOUSE BILL NO. 448

10        The provisions of this section shall not apply to the breastfeeding of a  
11        child or the expression of breast milk for the purpose of feeding a child.

# CDC Breastfeeding Report Card

## 2016

State	Ever Breastfed	Breastfeeding at 6 months	Breastfeeding at 12 months	Exclusive breastfeeding at 3 months	Exclusive breastfeeding at 6 months
U.S. National*	81.1	51.8	30.7	44.4	22.3
Idaho	92.9	65.4	39.6	56.7	28.1

# Community

Better  
Population  
Health

Less waste

Less sick  
leave



# Trending Nationally...



## The Affordable Care Act

Addressing the unique health needs of women

More than **6 in 10** women ages 40 and older had a mammogram within the past two years.<sup>1</sup>

**The law requires coverage of many preventive services for women, including mammograms, at no cost to women.**

The health care law makes it easier for women to access and pay for health care, helping them and their families stay healthy.

Nearly **135 million** women have received a routine exam in the past two years,<sup>1</sup> many having to pay out-of-pocket.

**The law requires coverage of well-woman visits at no cost to women.**

Nearly **77 percent** of women start breastfeeding after giving birth.<sup>2</sup>

Only **16 percent** still exclusively breastfeed at 6 months.<sup>2</sup>

**The law requires coverage of breastfeeding support and equipment to make going back to work easier for breastfeeding moms.**

An estimated **19.7 million** women are smokers,<sup>3</sup> which puts them at risk for several types of cancer and heart disease.

**The law requires coverage, at no cost, for services to help women quit smoking.**

More than **4 in 10** women ages 15–44 use some form of contraception.<sup>4</sup>

**The law requires full coverage of FDA-approved birth control at no cost to women.**

### The Health Care Law Protects Women

- ▶ Women cannot be denied coverage due to a pre-existing condition.
- ▶ Women can choose any primary care provider or OB-GYN in their health plan's network.
- ▶ Women cannot be charged more than men for the same health coverage.
- ▶ Women's health coverage must include pregnancy and newborn care.

More choices. More control. Better health.

An important part of the law is the new Health Insurance Marketplace. Starting October 1, Americans, including 18.6 million women who are uninsured<sup>5</sup> will be able to find insurance that fits their needs—all in one place.

Learn more about the law at [HHS.gov/HealthCare](http://HHS.gov/HealthCare).  
Get ready for the Health Insurance Marketplace at [HealthCare.gov](http://HealthCare.gov).

Sources

1. <a href="http://www.cdc.gov/nchs/nhis/nhis_2010_data_release.htm">www.cdc.gov/nchs/nhis/nhis_2010_data_release.htm</a>	4. <a href="http://www.cdc.gov/nchs/data/nhanes/nhanes0601.pdf">www.cdc.gov/nchs/data/nhanes/nhanes0601.pdf</a>
2. <a href="http://www.cdc.gov/breastfeeding/pdf/2012BreastfeedingReportCard.pdf">www.cdc.gov/breastfeeding/pdf/2012BreastfeedingReportCard.pdf</a>	5. <a href="http://www.cdc.gov/bfsc/annual_data/annual_2011.htm">www.cdc.gov/bfsc/annual_data/annual_2011.htm</a>
3. <a href="http://www.cdc.gov/nchs/data/series/sr_10/sr10_256.pdf">www.cdc.gov/nchs/data/series/sr_10/sr10_256.pdf</a>	6. <a href="http://marketplace.cms.gov/exploreresearch/census-data.htm">marketplace.cms.gov/exploreresearch/census-data.htm</a>

This figure was adapted from the Office on Women's Health May 2013 infographic: [www.womenshealth.gov/NWH/WHActivityPlanning/NWHInfographic508.pdf](http://www.womenshealth.gov/NWH/WHActivityPlanning/NWHInfographic508.pdf).

<http://www.bls.gov/news.release/famee.nr0.htm>

<http://www.dol.gov/whd/nursingmothers/>

<http://www.womenshealth.gov/breastfeeding/employer-solutions/index.php>

# Mom

Prevents  
cancer

Bonding

Less  
metabolic  
disease



# Infant



Great  
Digestion

Less  
infection

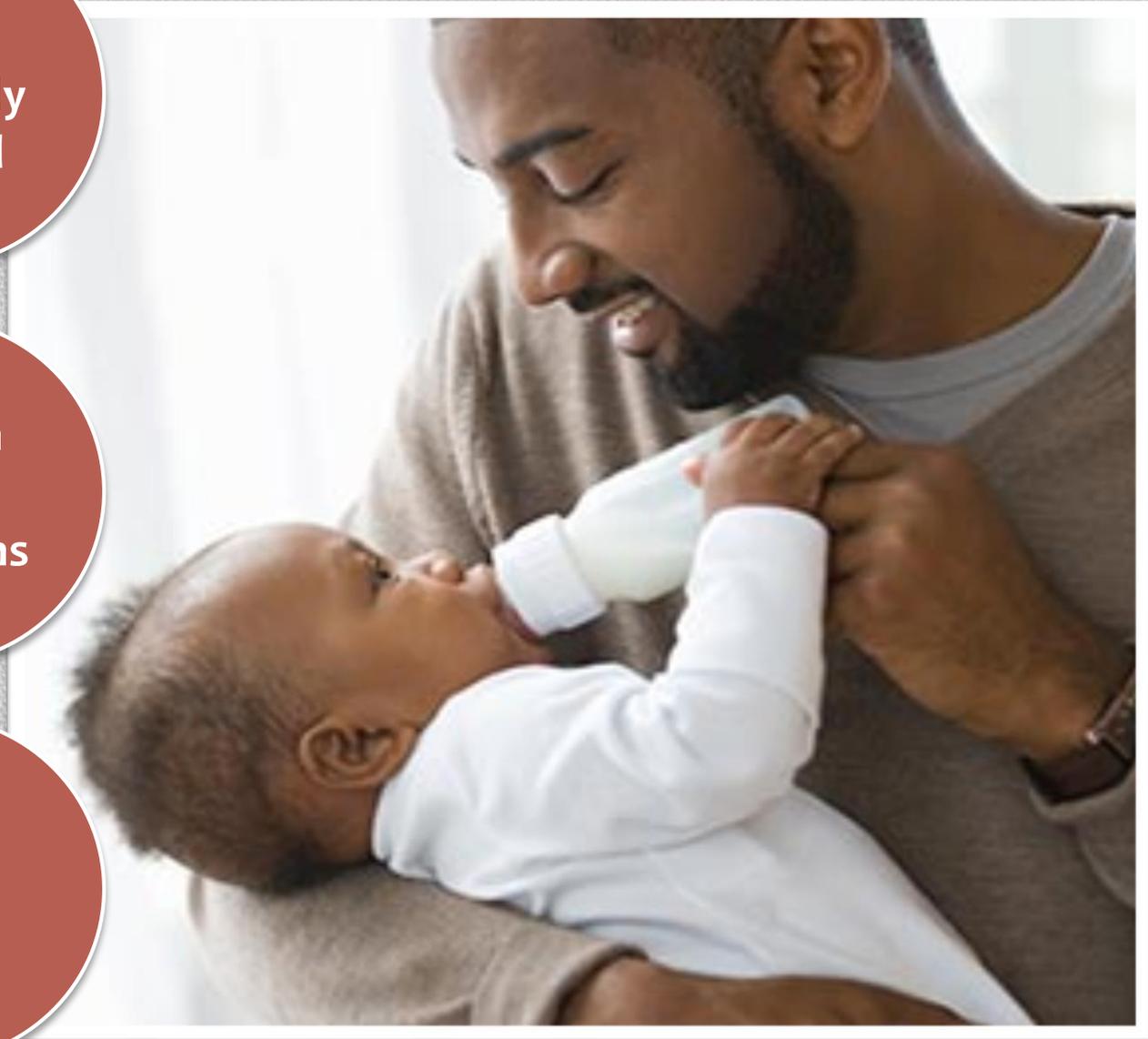
Better  
satiety  
cues

# Formula

Can be  
medically  
needed

Used in  
foster  
situations

Mom's  
choice



# WIC provides a breastfeeding woman...

assistance

enhanced  
food  
packages

equipment

reassurance

information

support



# How does WIC Promote Breastfeeding?

## HOW THE WIC PROGRAM SUPPORTS BREASTFEEDING

*WIC promotes breastfeeding as the optimal infant feeding choice.*

### THE WIC PROGRAM PROVIDES

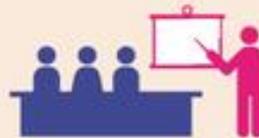
Breastfeeding  
Peer  
Counselors



Lactation  
Consultants



Classes &  
Support  
Groups



Educational  
Materials



Hotlines for  
Questions



Here we have Idaho...

## State WIC Breastfeeding Projects

breastfeeding  
training  
for WIC staff

Affordable  
Care Act  
breastfeeding  
components

CDC  
enhanced grant  
for workplace  
breastfeeding  
support programs

computerized  
breastfeeding  
tools  
equipment &  
peer support

# Idaho WIC Data

women initiating  
breastfeeding

88%

100% breastfed  
infants at 3 months

52%

infants receiving  
breast milk at 6  
months

39%

# Duration decline related to...

milk  
supply

breast  
pain

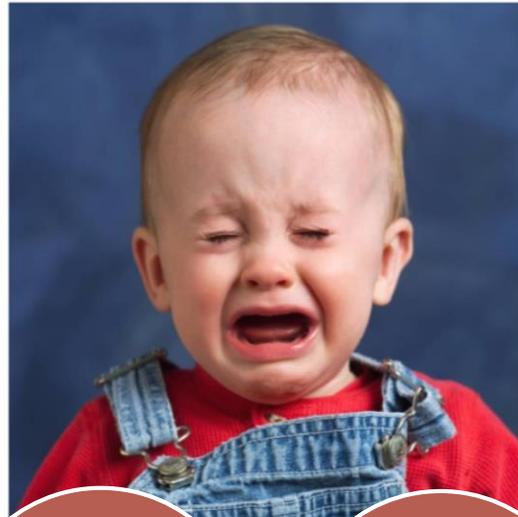
support



# Idealism meets Realism



# Understanding Baby Behavior



When am I hungry?

Why do I cry?



How do I communicate?



How do I sleep?

When am I full?





# *peer* support *counselors*

familiar with  
WIC

similar  
demographic  
as WIC clients

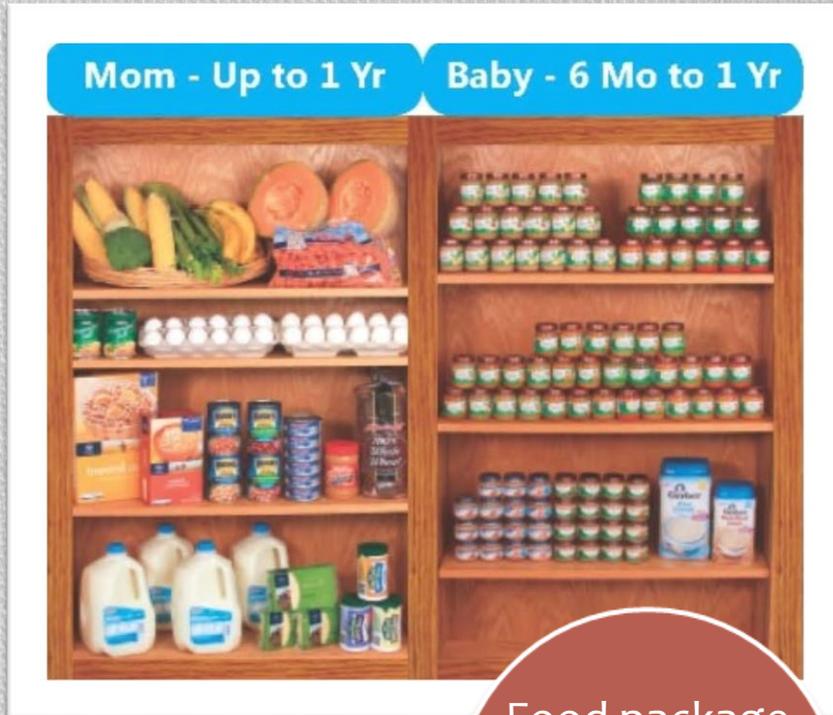
breastfed a  
child for  $\geq 6$   
months

enthusiastic  
about  
breastfeeding

available  
outside of  
clinic

work with  
pregnant &  
postpartum  
women

# Food packages



Food package for a breastfeeding mom and baby



Food package for a non-breastfeeding mom

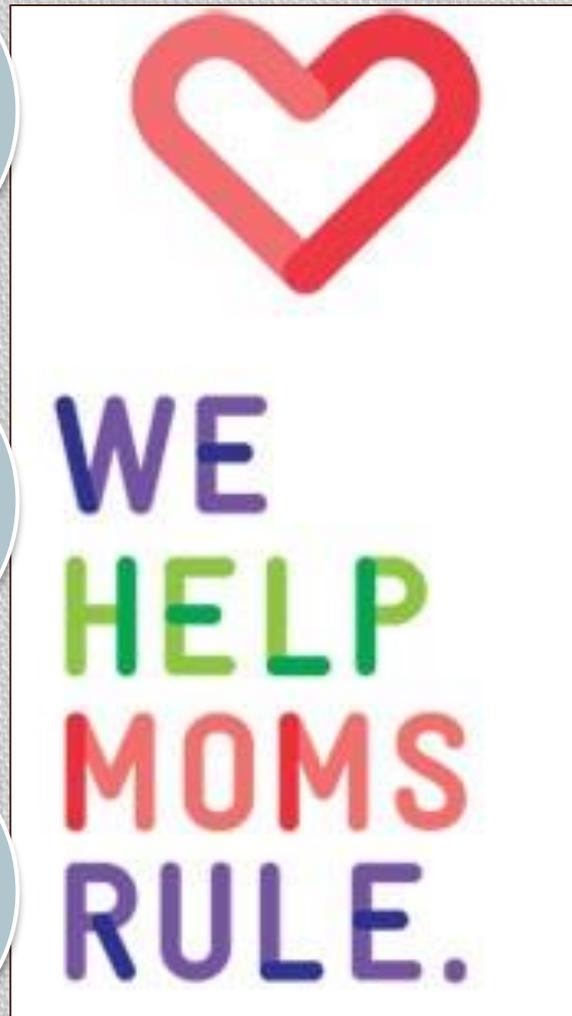
Food package for formula fed babies

# But Remember....

Meet moms  
where they  
are at

Provide  
support

Don't judge



Questions?



# References

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Victora CG, Bahl R, Barros AJ, França GV, Horton S, Krasevec J, Murch S, Sankar MJ, Walker N, Rollins NC; Lancet Breastfeeding Series Group Lancet. 2016 Jan 30;387(10017):475-90. doi: 10.1016/S0140-6736(15)01024-7.
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